



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

April 24, 2019

Dan Hollas
Registration Specialist
S.C. Johnson and Son, Inc.
1525 Howe St., M.S. 149
Racine, WI 53403

Subject: Notification per PRN 98-10 – Addition of marketing claims and two alternate brand names.
Product Name: Geneva-P
EPA Registration Number: 4822-564
Application Date: March 14, 2019
Decision Number: 549501

Dear Mr. Hollas:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

The alternate brand names OFF![®] Defense Insect Repellent 1 and OFF![®] Protect Insect Repellent 1 have been added to the product record.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact please contact Jennifer Gaines at 703-305-5967 or via email at gaines.jennifer@epa.gov.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Gaines" followed by a small mark that appears to be "bn".

Elizabeth Fertich
Product Manager 04
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Geneva-P

[EPA base file name]

OFF!® Deep Woods® Sportsmen Insect Repellent VI	[alternate brand name, 4-1-11]
OFF!® Explore® Insect Repellent II	[alternate brand name 3-29-13]
OFF!® Explore® Insect Repellent II Refills	[alternate brand name 3-29-13]
OFF!® Deep Woods® Max Protection Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Deep Woods® Insect Repellent IX	[alternate brand name 10/3/17]
OFF!® Deep Woods® Sportsmen Insect Repellent VII	[alternate brand name 10/3/17]
OFF!® Deep Woods® Max Protection Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Extreme Protection Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Defense Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Clean Feel Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Sportsmen Insect Repellent 7	[alternate brand name 1/28/2019]
OFF!® Sportsmen Insect Repellent 7 20% Picaridin	[alternate brand name 1/28/2019]
OFF!® Defense Insect Repellent 1	[alternate brand name 3/14/2019]
OFF!® Protect Insect Repellent 1	[alternate brand name 3/14/2019]

ACTIVE INGREDIENT:
Picaridin.....20%
OTHER INGREDIENTS:.....80%

NOTIFICATION

4822-564

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

04/24/2019

**KEEP OUT OF REACH OF CHILDREN
WARNING**

See Additional Precautions on Back Panel

(Contains)

(X Refillable (holder(s)) (unit(s)) (cartridge system(s)) ((case(s)) (carabiner case(s)) (cartridge sprayer(s)) (personal repellent(s)) (spray(s)))

(X (Repellent) refill(s))

NET CONTENTS: XXX

(Net Wt.) ((Net) Contents) X oz

PRECAUTIONARY STATEMENTS

Hazards to Humans – WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Use of this product may cause reactions in rare cases. Wash thoroughly with soap and water after handling. Remove and wash contaminated clothing before reuse.

[Note to reviewer: Boxed format or bullets may be used in First Aid section if label space permits]

FIRST AID

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

PHYSICAL & CHEMICAL HAZARDS: FLAMMABLE: Contents under pressure. Keep away from heat, sparks, and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **Read and follow all directions and precautions on this product label.**

[Note to reviewer: Table A shows options for terms used to identify an aerosol can holder in the optional directions that follow]

(Table A)

<i>Options for aerosol can holder terms</i>
<i>Holder</i>
<i>Unit</i>
<i>Cartridge system</i>
<i>Carabiner</i>
<i>Case</i>
<i>Carabiner case</i>
<i>Cartridge sprayer</i>

((Product name) (OFF!) (insert holder term from Table A) Set-Up)

[Optional holder set up - Option 1]

To prepare (product name) (OFF!) (insert holder term from Table A) (To insert repellent (refill)):

1. Remove one mosquito repellent (refill) from its packaging (and remove (the) (dust) cap).
2. (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove (detach) (separate) (the) top of (insert holder term from Table A)
3. (Insert) (place) (refill) into (the) (bottom of) (insert holder term from Table A)
4. (Reattach) (snap) the (top of) (insert holder term from Table A) to the (bottom of) (insert holder term from Table A)
5. Clip the (insert holder term from Table A) to your belt, pants/short(s) waistband, backpack, gear, or store in any other convenient location.

[OR]

[Optional holder set up - Option 2]

Remove dust cap from (aerosol) (can) (bottle) (refill). (Press buttons) (pinch buttons) (squeeze) (twist) (rotate) (to) Remove the (base) (bottom) from the top and insert (aerosol/can/bottle) refill into the (base) (bottom). Reattach the top to the (base) (bottom).

[Optional section for holder use]

To (access) (use) repellent:

1. (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove the bottom of (insert holder term from Table A) from the (top of the) (insert holder term from Table A)
2. Spray repellent as (indicated) (directed)
3. After applying repellent, (reattach) (snap) the bottom of the (insert holder term from Table A) to the top of the (insert holder term from Table A)

[Optional clarifying text for pictograms for holder directions, if used:]

1. Remove (refill).
2. (Twist to) (Separate) (Remove) the top of (insert holder term from Table A) from the bottom of (insert holder term from Table A).
3. Insert refill into the bottom of (insert holder term from Table A).
4. (Reattach) (snap) the top (insert holder term from Table A) to the bottom of (insert holder term from Table A)
5. Attach to a convenient location (on you or your gear).
6. To use, (twist to) remove the bottom of (insert holder term from Table A) from the top of (insert holder term from Table A)
7. Spray repellent.

(To Apply Spray) (To Apply Repellent) (When Applying Repellent)

(Shake well before each use.) ((Squeeze tabs and) pull cap to remove.) Hold container 6 to 8 inches from skin and spray with a slow sweeping motion. Do not apply over cuts, wounds, irritated or sunburned skin. Do not spray in enclosed areas. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. For continued insect protection, reapply as effectiveness diminishes, but not to exceed 2 applications per day. Frequent reapplication and saturation are unnecessary. Apply sparingly around ears. When using on children, apply to your own hands and then put it on the child. Do not apply to children's hands. Do not allow children to handle this product. After returning indoors, wash treated skin with soap and water. FOR MAXIMUM PROTECTION, spread evenly with hands to moisten all exposed skin.

TO APPLY TO FACE: Spray palm of hand first and then apply sparingly and avoid eyes. Do not spray directly onto face. Do not apply near eyes and mouth.

STORAGE: Store in a cool dry place away from heat or flame in an area inaccessible to children.

DISPOSAL: Before disposing, empty the container by using the product according to the label. Do not reuse this container. Place in trash or offer for recycling if available.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Never place unused product down any indoor or outdoor drain.



[Note to reviewer: The STEEL recycle symbol might be used on final printed label of steel can if space allows.]

(Aluminum can, please recycle)

[Note to reviewer: The aluminum recycle symbol might be used on final printed label of aluminum can if space allows.]

(Contains no CFCs or other ozone depleting substances. Federal regulations prohibit CFC propellants in aerosols *[or corresponding graphic below.]*)



Questions? Comments? Call 800-558-5252 or write Helen Johnson. Sold by: ©2019 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 USA. All Rights Reserved

EPA Reg. No. 4822-564

EPA Est. No. XXX-X-X

[For small size aerosol cans with a peel-out label, a referral statement will be utilized]

[Language on optional holder]
Read the label inside before use.
(Made in [insert country])

[Note to reviewer: the following section of bulleted statements and any text in parenthesis are optional language]

- with Picaridin
- contains Picaridin
- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson
- SC Johnson A family company at work for a better world
- 20% Picaridin
- Repels (annoying) mosquitoes (that may carry West Nile Virus) (for (up to) 8 hours)
- Protects against (annoying) mosquitoes (that may carry West Nile Virus) (for (up to) 8 hours)
- (Proven) (long-lasting) protection from (annoying) mosquitoes (that may carry West Nile Virus) (for (up to) 8 hours)
- Repels ticks
- Repels ticks (including ticks that cause Lyme Disease)
- TICKS-OFF®
- Repels Biting Flies
- Repels chiggers
- Keeps bugs OFF!
- BUG-OFF™
- BUZZ OFF!™
- Non-Greasy (formula)
- Not Oily or Greasy
- Sports formula
- Active formula
- Outdoorsmen formula
- It feels good on the skin, not oily, greasy, or sticky.
- Keeping insects away never felt so good
- Doesn't feel like you have it on
- Your friends won't know you have it on
- You won't know you have it on.

- Leaves a pleasant feeling on skin
- Clean feel
- Dye-free
- For playing and relaxing outdoors
- Won't stain
- Always carry [*insert product brand name*]
- Long lasting (protection)
- Long lasting on-the-go protection
- For people on-the-go (protection)
- Protection that fits your lifestyle
- Specially formulated for (hunters,) (hunting,) (fishermen,) (fishing,) (hikers,) (hiking,) (campers) (camping) (and) (other outdoorsmen) (other outdoor activities)
- (It) won't damage (gear) (fishing lines,) (gun stocks,) (tackle boxes) (or) (other synthetic materials) (other plastic sporting equipment)
- Won't Harm Gear * [will qualify with at least one of the following material choices] * (fabrics) (cotton) (wool) (nylon) (acetate) (rayon) (spandex) (other synthetic fabrics) (plastics) (watch crystals) (plastic lenses) (vinyl) (or) (painted surfaces)
- Gear Smart * [will qualify with at least one of the following material choices] * (fabrics) (cotton) (wool) (nylon) (acetate) (rayon) (spandex) (other synthetic fabrics) (plastics) (watch crystals) (plastic lenses) (vinyl) (or) (painted surfaces)
- Won't damage (fabrics) (cotton) (wool) (nylon) (acetate) (rayon) (spandex) (other synthetic fabrics) (plastics) (watch crystals) (plastic lenses) (vinyl) (or) (painted surfaces)
- Sprays at any angle
- **HOLD UPRIGHT WHEN SPRAYING (SPRAYS UPSIDE DOWN TOO!)**
- **SPRAYS UPSIDE DOWN TOO!**
- Works Upside Down
- Sprays Upside Down
- Sprays evenly
- EvenSpray (Technology)
- EvenCover (Technology)
- SoftCover (Technology)
- SmoothCover (Technology)
- Provides (even) (broad) (full) (aerosol) coverage
- Precision spray
- Even application
- Full reach spray
- Provides (uniform) (consistent) (even) (spray) coverage
- (For) you
- For (more) active outdoor adventures
- For (hiking) (fishing) (hunting) (camping) (backpacking)
- (Secure) snap-on cap (attaches to caribiner)
- Portable (protection)
- Light & compact

[Note to reviewer: the following section of bulleted statements are for formulas containing fragrance]

- It smells great too.
- Won't leave you smelling like bug repellent
- (Light) (pleasant) (Clean) (Fresh) (Great) scent ((that) won't leave you smelling like bug repellent)
- (Light) (pleasant) (Clean) (Fresh) (Great) fragrance ((that) won't leave you smelling like bug repellent)
- (It's) pleasant smelling
- Specially formulated to feel and smell better on your skin

[Note to reviewer: the following section of bulleted statements are for formulas that do not contain fragrance]

- No fragrance (formula)
- Fragrance-free (formula)
- No-odor (formula)
- Odorless (formula)

[Optional marketing statements for refillable holder system]

- (Multiple) (OFF!) Refills available
- Attaches securely to gear
- (Accessible) (Refillable) (Reloadable) (Personal) (Mosquito) (Portable) Spray
- (Accessible) (Refillable) (Reloadable) (Portable) Personal repellent

Table B [Note to reviewer: information in Table B is to be used for insertion in the statements that follow]

<i>Holder Descriptor</i>	<i>Options for aerosol can holder terms</i>
<i>Rugged adventure</i>	<i>Holder</i>
<i>Crush-resistant</i>	<i>Unit</i>
<i>Leak-Resistant</i>	<i>Cartridge system</i>
<i>Water-Resistant</i>	<i>Carabiner</i>
<i>Durable</i>	<i>Case</i>
<i>Accessible</i>	<i>Carabiner case</i>
<i>Refillable</i>	<i>Cartridge sprayer</i>
<i>Reloadable</i>	
<i>Personal</i>	
<i>Portable</i>	
<i>Light</i>	
<i>Compact</i>	
<i>Aluminum</i>	

- [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Always carry your (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Works with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Compatible with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]

- Fits (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- (Refill(s)) reload(s) in [insert holder term from Table B]
- Refill in [insert holder term from Table B]

[Note to reviewer: Alternate Segmentation Options: to be used in conjunction with a reference to another OFF! Product appropriate to the claim.

“You” will be used in conjunction with a reference to an approved personal repellent.

“Your gear” & “Your tent” will be used in conjunction with a reference to an approved repellent product for use on tent.

“Your area” & “Your campsite” will be used in conjunction with a reference to an approved area repellent product.]

- For a (full) (complete) (range) (line) of (mosquito) (protection) (OFF! Outdoor) options, choose products for: (you) (your (gear) (tent) for your (area) (campsite)